

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Media Strategies & Research/ POL
11350 Randon Hills Road, Suite 670
Fairfax, VA 22030

<u>Contract / Revision</u> 712047 /		<u>Alt Order #</u>
<u>Product</u> McCaskill for Senate 2012		
<u>Contract Dates</u> 09/10/12 - 09/21/12	<u>Estimate #</u> 11856	
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Local House	<u>Sales Office</u> St. Louis Local C
<u>Special Handling</u> Notarize Only		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	09/10/12	09/14/12	5-6a	5-6A		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1---1--				2	\$200.00	0.00			
2	KSDK	09/10/12	09/14/12	6-7a	6-7A		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-111--				4	\$450.00	0.00			
3	KSDK	09/10/12	09/14/12	NBC Today 7-9A	7-9A		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-111--				4	\$450.00	0.00			
4	KSDK	09/15/12	09/15/12	Sat 6-7A	6-7A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$200.00	0.00			
5	KSDK	09/15/12	09/15/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$350.00	0.00			
6	KSDK	09/16/12	09/16/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$400.00	0.00			
7	KSDK	09/13/12	09/13/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$250.00	0.00			
8	KSDK	09/12/12	09/12/12	News at 10am	10-11A		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$150.00	0.00			
9	KSDK	09/10/12	09/10/12	Today Show III	11A-12P		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$200.00	0.00			
10	KSDK	09/13/12	09/13/12	Noon News	12-1230p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$275.00	0.00			
11	KSDK	09/10/12	09/10/12	Show Me St. Louis	1230-1p		:30				NM	1	\$200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

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TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 712047 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/10/12 - 09/21/12	<u>Product</u> McCaskill for Senate 2011	<u>Estimate #</u> 11856
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$200.00	0.00			
N 12	KSDK	09/14/12	09/14/12	Days of Our Lives	1-2P		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$400.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/10/12-09/16/12	Days of Our Lives	1-2P	-----F----	:30		\$400.00	0.00	NM		
	See MG 12.2												
	2	KSDK	09/21/12-09/21/12	Days of Our Lives	1-2P	-----F----	:30		\$600.00	0.00	NM		
	Ⓜ MG for 12.1 09/14												
13	KSDK	09/12/12	09/12/12	Dr. Oz	2-3p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$200.00	0.00			
14	KSDK	09/10/12	09/14/12	Ellen	3-4p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1--1---				2	\$450.00	0.00			
15	KSDK	09/10/12	09/14/12	Jeopardy	430-5p		:30				NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-1-1--				3	\$675.00	0.00			
16	KSDK	09/10/12	09/14/12	News 5 at Four	4-430P		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--111--				3	\$400.00	0.00			
17	KSDK	09/10/12	09/14/12	News Channel 5 at 5P	5-530P		:30				NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-111--				4	\$800.00	0.00			
18	KSDK	09/10/12	09/14/12	News Channel 5 at 6P	6-630P		:30				NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-111--				4	\$900.00	0.00			
19	KSDK	09/15/12	09/15/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$650.00	0.00			
20	KSDK	09/16/12	09/16/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$675.00	0.00			
21	KSDK	09/10/12	09/14/12	630-7P Wheel of Fortune	630-7P		:30				NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-111--				4	\$900.00	0.00			
22	KSDK	09/10/12	09/10/12	The Voice	7-9p		:30				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$4,200.00	0.00			
23	KSDK	09/12/12	09/12/12	AGT	7-8P		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$1,100.00	0.00			
24	KSDK	09/12/12	09/12/12	AGT	8-9P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$2,000.00	0.00			
25	KSDK	09/13/12	09/13/12	AGT	7-9p		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				2	\$1,100.00	0.00			

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<u>Contract Dates</u> 09/10/12 - 09/21/12	<u>Product</u> McCaskill for Senate 201	<u>Estimate #</u> 11856
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
26	KSDK	09/14/12	09/14/12	GO ON / GUYS	7-8P		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,000.00	0.00			
27	KSDK	09/14/12	09/14/12	Dateline	9-10P		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,200.00	0.00			
28	KSDK	09/15/12	09/15/12	7-9P THE VOICE	7-9P THE VOICE		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$450.00	0.00			
29	KSDK	09/10/12	09/14/12	LN (M-F)	10-1035p		:30				NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-111--				4	\$1,200.00	0.00			
30	KSDK	09/10/12	09/14/12	Tonight Show	1035-1137p		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	1-1-1--				3	\$250.00	0.00			
31	KSDK	09/13/12	09/13/12	Late Night w/Jimmy Fallon	1135p-1235x		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$100.00	0.00			
Totals										0.00		58	\$40,475.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/21/12	58	\$40,475.00	\$34,403.75
Totals	58	\$40,475.00	\$34,403.75

Signature: _____ **Date:** _____

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